

JUSTIFICATION AND APPROVAL
FOR USE OF BRAND NAME

1. Contracting Activity.

The requiring activity is the Navy Education and Training Professional Development and Technology Center, 6490 Sauflley Field Road, Pensacola, FL 32509. The contracting activity is the Fleet Logistics Center (FLC), 110 Yorktown Ave, Box 97, Jacksonville, Florida 32212-0097.

2. Description of the Action Being Approved.

This is a justification and approval for brand name procurement for publications (books). A firm fixed-price contract is anticipated at an estimated cost of [REDACTED]

3. Description of Supplies/Services.

The proposed acquisition is to procure 2490 publication copies of Leadership, Enhancing the Lessons of Experience, 8th Edition. The books are to be used as the primary student textbook in support of Naval Services Training Command (NSTC) – Naval Reserve Officer Training Corps (NROTC) Leadership and Management Course.

4. Statutory Authority Permitting Brand Name.

The Statutory authority for open market items which permits other than full and open competition is 41 U.S.C. 3304 and 10 U.S.C. 2304 (c) (1), as implemented by FAR 6.302-1 (c), Application for brand name descriptions.

5. Rationale Justifying Use of Cited Statutory Authority.

The purpose of the NROTC Program is to educate and train qualified young men and women for service as commissioned officers in the Navy's unrestricted line, the Navy Nurse Corps and the Marine Corps. As the largest single source of Navy and Marine Corps officers, the NROTC Scholarship Program plays an important role in preparing mature young men and women for leadership and management positions in an increasingly technical Navy and Marine Corps.

The NROTC has a requirement to acquire an additional 2,490 publication copies of Leadership, Enhancing the Lessons of Experience, 8th edition textbooks for the NROTC Leadership and Management Course. The NROTC currently has 500 Leadership, Enhancing the Lessons of Experience, 8th edition copies purchased on [REDACTED] Additional anticipated funds were received and we now require the additional 2,490 textbooks required by the Naval Station Training Command (NSTC) curriculum requirements whose content focuses on the foundations and principles contained within this text book. No other leadership textbook has been approved by the NSTC for use in its curriculum. To acquire any other textbook would duplicate costs associated with the purchase of an additional 500 textbooks.

6. Description of Efforts Made to Solicit Offers from as Many Offerors as Practicable.

This procurement will be utilizing the NECO/FedbizOps. The requirement will be solicited

and awarded in accordance with FAR Part 12 and FAR Subpart 13.5.

Market research was conducted through GSA, System for Award Management (SAM), Small Business Dynamic Website, and the internet under the NAICS Code 511130. Six (6) vendors were contacted to determine interest in this requirement. Four (4) of those vendors responded and stated that they were interested in the requirement to provide the publications to meet the government's needs; however, only one contractor was a small business and all the other were large businesses. Therefore, it is the Contracting Officer's intent to not set-aside this acquisition for only small business.

7. Determination of Fair and Reasonable Cost.

An FLC Jacksonville Contracting Officer will determine that the cost/price is fair and reasonable pursuant to FAR Part 13.106-3.

8. Actions to Remove Barriers to Future Competition.

FLC Jacksonville will assess whether competition for future requirements is feasible on a case-by-case basis.

9. CONTRACTING POINT OF CONTACT

The point of contact at FLC Jacksonville is Anthony Turner at DSN 942-0472, commercial (904) 542-0472 or by e-mail at anthony.r.turner2@navy.mil.

CERTIFICATIONS AND APPROVAL

J&A #15-082

TECHNICAL/REQUIREMENTS CERTIFICATION

I certify that the facts and representations under my cognizance which are included in this Justification and its supporting acquisition planning documents, except as noted herein are complete and accurate to the best of my knowledge and belief.

Technical and Requirements Cognizance:

DeLoos R. Hamman DeLoos R. Hamman 604-542-5795 10 Sep 15
Signature Name (Printed) Phone No. Date

LEGAL SUFFICIENCY REVIEW

I have determined this Justification is legally sufficient.

David B. Cook DAVID B. COOK 504-542-5795 10 Sep 15
Signature Name (Printed) Phone No. Date

CONTRACTING OFFICER CERTIFICATION

I certify that this Justification is accurate and complete to the best of my knowledge and belief. To the extent that the J&A/LSJ value is between \$150K and \$650K, the Contracting Officer's signature below also represents approval of the J&A/LSJ.

Dancy Hines Dancy Hines 904-542-1021 9/10/15
Signature Name (Printed) Phone No. Date